

Wendy
IDA Enterprises LLC.

AMERICA'S #1 EXPERT ON LOOKING FIT, FIERCE & FABULOUS AFTER 40



7 Tips to Get You Started on Looking Fit, Fierce & Fabulous

By Wendy Ida

**Best-Selling Author | Speaker | Fitness Expert
Life Transformation Coach**

Table of Contents

Welcome	3
Have You Dreamed of being in great shape!	5
Tip #1: Get on Board Emotionally!	5
Tip #2: Reset Your Priorities!	7
Tip #3: Shift Into Gear!	7
Tip #4: Pump Some Iron!	8
Tip #5: Manage Your Fuel!	9
Tip #6: Check Your Posture!	11
Tip #7: Commit to Work the Dream!	12
Next Steps	14
Success Stories	17
Wendy Ida's Personal Promise to YOU!	19

Welcome to 7 BIG Tips to get you started on Looking Fit Fierce & Fabulous

I want to congratulate you for taking an important step toward making some changes in your life by requesting this special edition on **how to Look Fit, Fierce & Fabulous** from www.wendyida.com. In just 20 minutes after reading this edition, you will have some essential tools to begin taking your body and your life to the next level. I will lay out a foundation from which you can begin to turn your life around and make your dreams a reality by implementing what you've learned here. The great thing is that it won't cost you a dime to implement.

It's a fact that when you set a solid foundation, you can reach your highest dreams!

I created this report because I want to help others improve their lives, live their dreams and serve the world through their passion. To make the kind of impact I'm talking about and to serve a greater good, it's important that you be FIT, FIERCE AND FABULOUS! I used to feel that it was impossible to change the shape of my body and make my life better, but I was wrong.

At that time in my life there was a hole in my soul and I was desperate. I believed it was all down hill for me because I didn't have any real answers. But that all changed one day when I learned the secrets and method to the madness on how my mind and body communicated through fitness and healthy living. Yes, there is a method to the madness. It saved my life and I want to share how it can save yours too.

Although today I have made great accomplishments as a Best-selling Author, Professional Speaker, Life Transformation Coach & Fitness Expert, I understand the fear, struggles and disappointment you feel when your life and body is off track and out of whack.

During my personal journey, I went from despair to triumph by reinventing myself in many ways. I used to be 80 pounds overweight and was also a victim of domestic violence.

After two children and almost losing my life, I found the courage to escape across the country with only the clothes on our backs. After that, I sought the help/support of different people as well as mentors who helped me find myself again. Part of my transition involved the fact that I started working out for the very first time at age 43. My life and body got better at the age where many people begin to give up.

Now as a Fitness Champion and Guinness World Record Holder, I found my purpose through support and divine guidance. I am living my dreams, and those dreams are in service to help change the lives of others who are struggling like I was.

Now I invite you into my world so you can begin **your** transformation too.

Later, if you need more assistance, please feel free to take a look at the other self-help tools on my website or if you have questions, send me an email at info@wendyida.com and leave the best phone number, time and day to contact you and I will be happy to assist you.

Peace Blessing & Health,

Wendy Ida

7 Tips to Get You Started on Looking Fit, Fierce & Fabulous!

Have you dreamed of being in great shape?

That was my dream too! Understand however, that whether you want to be in great shape, look good naked or become **Fit, Fierce and Fabulous**, it comes with responsibility. It's more than meets the eye. It goes deeper, much deeper. I approach it from a cellular level because that's more likely to result in a permanent fix.

Let me help you think outside of the box for a minute. Would you put on perfume or deodorant before you take a shower? Right – doesn't make sense! You can't put the cart before the horse. So here's how you should begin your journey...

TIP #1 - Get on Board Emotionally!

You have to put first things first. Consider where you stand emotionally. Think about why you want to change your life from its current state. Self-improvement is a good answer. It's actually healthy to want to change things in your life, however big or small they may be, as long as you are doing it for the right reasons. But that's still not good enough.

What I'm getting at is...we should all focus on making permanent life changes as opposed to temporary fixes. Wanting self-improvement is good, but it can also be a pipe dream too. What drives the action behind your dream is where we want to go. So the question is – Whom are you doing it for? If your answer was not "I want to do it for me" then you're not ready. In order to look better naked, lose weight or make your dream a reality you can't do it for anyone or anything else but yourself... if you want to succeed.

Do it for the right reasons. Some of the reasons why people don't succeed in reaching their goals and dreams are because they are doing it for the wrong reasons. Some want to make self-improvements to make a significant other, a family member or friend happy. Others feel trapped frightened or don't feel worthy and don't believe that they can be any better than they already are. Still others feel that they are too old, too fat or that their dream is simply unreachable. This mindset sets people up to fail before they even get started.

Poor attitude, disappointment and unhappiness with self and life can lead to chronic depression. It's no wonder that major depression is growing at an incredible rate with most cases going undiagnosed.

Depression is now classed as "the nation's leading mental health problem" and as a result suicide rates have been increasing, especially so with age. According to the National Institute of Mental Health older Americans are disproportionately likely to die by suicide. Up to 80% of suicide deaths are in sufferers of major depression. In fact, in the United States more people die from suicide than from homicide. Suicide ranks as the 11th leading cause of death; Homicide ranks 13th.

We can be our own worst enemy and negativity will stop us at the front door before we can catch sight of our dreams. Don't let it happen to you. Decide today that you will resolve it. It's never too late.

Aside from satisfying our basic needs like food, shelter and water, we must address our emotional needs in order to move forward, be happy and reach our goals. Let me say it again...It's imperative that you reach out for help to satisfy your emotional needs before you try to move forward. Whether you want to look good naked or be Fit, Fierce & Fabulous, emotional stability is the root and key to your success.

Now You're Ready to Rumble!

TIP #2 - Reset Your Priorities!

After you've made the decision to improve your health, you should create a plan and the first step in that plan should be to see your doctor for a thorough check-up. Next, to reinforce the decision you made to reach your healthy goals you have to reset your priorities. In other words, when it comes to health matters like spending time at the gym or shopping and preparing healthy foods, it should be number 1 (not number 10) on your to do list from this point forward.

Block out your calendar by writing YOUR name down to make an appointment with yourself the same way you would when you have to meet for a date, a business meeting or a doctor's appointment. Think of it this way. Come hell or high water your priority should be you! Reset your mindset because **if your head is not right, your body won't be either**. Put you, your health and your happiness at the top of your to do list on a daily basis and then you will be in better service to others.

TIP #3 - Shift Into Gear!

Harness up and kick your butt into gear NOW! Don't sit back and procrastinate on it any longer because you've got to move to improve. You can't just look fit. You have to be fit. And being fit means you have to challenge your heart with aerobic activity so it can work effortlessly for you. As a result this increases your circulation and therefore **allows you to look healthy, feel healthy and be healthy**. Not to mention it burns up the excess calories and body fat. Now I know you LOVE that!

Also, quality of life and doing the things you love doing on a regular basis is contingent on staying active. Whether you are engaged in child play activities or involved in (yes, let's go there) vigorous or creative sexual activity, you need to have a fit heart! Seriously, I personally know of a few stories where having sex was a matter of life or death. In which case, one of the partners died in the middle of the act. The heart couldn't handle it. You have to remember that having sex is an exercise too. And any exercise cannot be

overdone the first time out. Think about it. If you haven't run on the treadmill in say 5 years, are you going to jump up one day and take off in an all out sprint like a bat out of hell? Whoaaa! No. Right? Not if you don't want to run yourself into the city morgue because you just might drop dead from cardiac arrest. But you know better than that – don't you? So don't create a death trap by getting too excited in whatever you start out with. Don't push too far, too soon, too hard or go beyond your means when you begin your activities. Start with two to three days a week for 15 to 20 minutes and work up to five to six days a week for 30 to 40 minutes.

The bottom line is, if done daily, cardio promotes heart health, burns body fat, relieves stress, combats depression and the endorphins put you in the mood for anything! The bonus is that it can add depth to your life AND sensuality as well as increase your sexual appetite!

TIP #4 - Pump Some Iron!

I cannot stress the importance of this category enough! Women especially are



either misinformed or uninformed completely when it comes to lifting weights (or resistance training.) Many still believe that if a girl lifts weights, they will get big gigantic muscles like a man and no longer look feminine. Some get these ideas from the women they see in bodybuilding competitions where women fit that profile. What they don't realize is that these women are taking steroids to achieve their muscle bound (built like a man) body. The facts are that most women do not naturally have enough testosterone in their bodies to achieve such a muscle bound figure. **Also, let me be very clear.** The quickest way to lose body fat and keep it off is to perform resistance-training exercises 2 to 3 times a week.

Time and time again I see women participating in one and/or two hour long exercise classes back to back and afterwards walk right past all the weight training equipment and straight out of the gym. They are missing out on a huge opportunity to change their lives and control their weight over the course of time.

Many studies and tons of research on this subject have concluded that the more muscle you have, (vs body fat) the more calories you will burn. Resistance training burns calories even at rest and keeps the body burning calories much longer and stronger than cardio activity.

It's easier for women to get involved in cardio exercises, but when it comes to weight training they shy away. You should seek out a professional to set you up with some basics to help with your confidence and to avoid injury.

Weights are essential for health, strength & maintenance of fat loss. It's great for firming, toning and sculpting up some sexy muscle too. It will make you look good and keep your metabolism high. In short - It will change your life!

TIP #5 - Manage Your Fuel!

A big key to getting and staying fit is to consume more fat burning foods and natural foods that aid in weight loss. Those were huge keys to my success! (I don't mean diets either because diets don't work.) For example: Asparagus and sweet potatoes are two front-runners that help to do that. **Nutrition affects every part of your life in different ways. It affects your mood, it can cause pain and it reveals itself in your look too.**

Too much sugar ages you while green foods and fish oils preserve you and fight the aging process. Therefore, it's important to eat balanced meals and include supplements in your diet (if you are deficient) to be able to keep your energy levels pumped throughout the day and to support your workouts.



There are so many areas to focus on when it comes to nutrition, but to just get you started, let me give you 3 things to focus on:

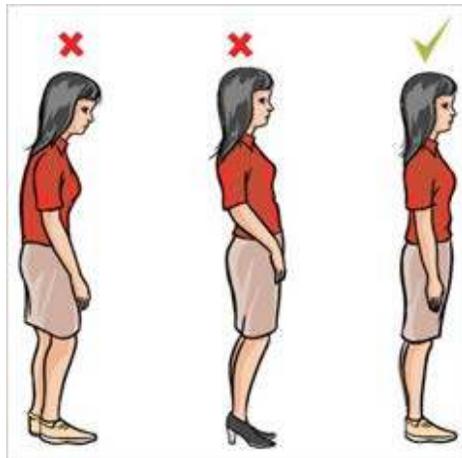
(1) **Plan your meals** – Do your grocery shopping for the week and plan out exactly what you will have morning, noon and night so you don't fall victim to sugar or salt cravings, and always have a snack in your purse or in your car.

(2) **Eat protein** – it's important that you get enough protein in your diet. Without enough in your body, you cannot build that important sexy muscle that I talked about earlier. Be careful however not to go overboard. Too much protein can result in storing additional body fat. The older you are, the more important it becomes because we lose so many different types of hormones and fluids as the years go by, which can weaken your musculoskeletal system. Focus on sensible, balanced meals by having a protein with a veggie and a good fat for starters.

(3) **Use portion control** – many of us were told to eat everything on our plate when we were young and now have a habit of doing that every time we eat. That is not a good thing these days because the portions and plates have grown in size since we were little. Some people think it's okay to eat in abundance as long as they are working out or eating nutritious foods. The saying is true however; too much of a good thing is bad. Balance is key with anything. Begin making this change by cutting down your portions by about 25% and when you eat out, reduce your food portions by refusing to super size anything!

TIP #6 - Check Your Posture!

The quickest way to show a youthful look is by having good posture. In fact, it's instantaneous! The major factors you should pay attention to in order to make that happen is to: Lift your chest out of your stomach, pull your shoulders back, pull your abs in, keep your chin out of your chest and take a deep breath. This gives your whole profile a youthful appearance. You will not only feel and look more youthful and confident, but this really allows you to breathe better, which of course promotes better health.



It's also important to pay attention to your form during activities and weight training. Improper form can cause injuries and reinforce bad posture. Don't rely on trying to imitate someone you see in the gym either because they could be doing it incorrectly. And if you are thinking of shadowing a fitness professional, think again because that doesn't work either. I see people doing this all the time with me. They follow me around, do what I do and still they do the exercise wrong. It's always better to get some "one on one" basic instruction from a professional to get the most out of your workouts and to improve your form and posture.



TIP #7 - Commit to Work the Dream!

To be Fit, Fierce & Fabulous you have to come ready and be willing to do some work and other things on days when you don't feel like doing them. You have to expect that it is going to happen, but still be ready to put both feet in and get busy anyway with a mind over matter attitude. Yes, it's hard work, but anything easy doesn't have the same impact or big payoff benefits. If you still find that tough to do by yourself, invest in a coach to help you reach your goals.

After you've made the decision to do the hard work, you have to make it a priority to go the distance and see it through no matter what. To be Fit, Fierce & Fabulous you have to drive hard, push through and never give up! - Don't even think about it! Use your creativity to stay committed to your plan and strategically work that plan, even though it may be difficult and uncomfortable at times. Leaving your comfort zone is evidence that you're growing and moving forward.

Commitment is persistence at its best. But, this is where 95% of the people drop the ball and fail to see why they can't reach their goals and dreams. Persistence is continuing on your mission until it is complete, with focus and drive no matter what distractions plague you. The dictionary describes it as the cause and effect of something that keeps the effect going long after the cause is removed.

A good way to look at this and become more obedient to following through with your plans is to keep in clear sight the vision of what your cause was in the first place. Then visualize it every time and let it drive you to the finish line.

Someone once said its not how you start out, it's how you finish that counts. Obstacles will always be in your path, but that gives us character and helps us grow into our greatness. So push through your obstacles, no matter how many and don't give up when things get a little tough, because I guarantee that will happen. Instead, power through and remember that commitment is persistence and persistence is the key to win the game and achieve your ultimate goals.

The life you desire, the health you deserve and the body you want is possible, but the only way to get there is to make the commitment to not only do the work, but see it through. Commit to working up a sweat each day, commit to planning your nutrition, commit to the entire process as a number one priority no matter what. Remember to put your Fit, Fierce and Fabulous goals at the top of your to-do-list every single day. If you find it difficult to do this on your own, enlist the support of a coach who will motivate you, take your hand and hold you accountable.

NEXT STEPS: SUPPORT

Your next step is to GET SUPPORT. You've sent me your emails and asked for help and I hear you. Very often I hear people say, "In theory I know what to do, but I don't do it"

If you want to change your life now, it's crucial that you take that next step to get some support!

If you don't want to be in the same position this time next year, 6 months from now or even 8 weeks from now, you have to reach out for help

Whether or not you choose to work with me, the important thing is you must have support to be successful in reaching your **long-term goals, and staying there** the way I have. I got support when I needed it and that elevated me to a new level fast and kept me on track.

Having support is the only way I've been able to go from the depths of despair as a DV Survivor to triumphs like Fitness Champion and Guinness World record holder.

"It's made a world of difference for me!"



Before

After

I want that breakthrough for you! And I can take you there!

If you want to love your body again, feel sexy, lose weight or impress your partner or potential partner, send me a note that you need help.

I am an expert in helping people make this breakthrough where diets and other programs have failed for them.

So decide whether these will be the weeks that you spend on your personal transformation?

**My ultimate plan is to help you become
Fit, Fierce & Fabulous!
But ONLY if you are ready!**

NEXT STEPS

As you move forward in your journey to better health, you may find that you require additional resources to increase your success. I recommend:



Take Back Your Life Success Bundle®

Everything you need to know so you can have the Body you want, the Life you deserve and BONUS – Get your Sexy back!

If you have questions, feel free to connect with me at info@wendyida.com

Success Stories

"I have two words for my hot body, Wendy Ida!"

Tara Kirkland, Mother of three

"Wendy will help you get out of your unhealthy comfort zone. Wendy made the connection between good health and achieving one's dreams. Her Take Back Your Life program will require that you make the decision that you want to live! Wendy has overcome negativity and tragedy because she had the hunger and courage to change her life. Now she has found a way to empower others!"

Les Brown, Motivational Speaker & Best Selling Author

"Wendy will deliver BIG TIME! She'll teach you to care for your body beginning with the way you think. She will also provide you a sustainable foundation of knowledge and confidence to support and encourage continued growth when you're ready to move on. Folks, this woman is truly a Goddess among mortals. I am so thankful to have invited her into my life. I hope you do, too!"

Jamessa Jones — Founder & VP of Talent Acquisition for ImagineIT INC.

"Wendy Ida is the ultimate professional...and is extremely knowledgeable. She's a great role model for both men and women. When she is training, it's about the workout and the results."

Cindy Popp, Producer/Director, Bold and the Beautiful

"I had the pleasure of seeing Wendy Ida speak in person. SHE is a WOMAN on FIRE! I had my photo taken with her and talked to her briefly; all the while I was blown away by her radiant youthful beauty. I stumbled on my sentences because I was so mesmerized by her energy, her story and her ageless appearance. If you ever have the opportunity to hear her speak, GO! She will rock your world!"

Dustina Alley, CA. — Fan & supporter

"Wendy Ida came through for me – big time! Who knew I could live in New York and still be cared for so dearly by Wendy Ida who is 3,000 miles away. For years I thought there was no possible way to get my body where I wanted it. Once I got serious, she put together a remote training plan then motivated and held me accountable from 3000 miles away! Weekly, I found myself in awe as my body transformed, fat melted, muscles toned, co-workers gasped. I was being whistled at by adoring strangers again!"

Sky Dietrich, New York – Recording Engineer & Muscian

"Wendy this really is more than about the physical. Thank you! I love and appreciate the difference you make. I'll keep reading and implementing your methods one step at a time."

Dr. Tanisha McGrew

Want to see other success stories, visit wendyida.com/testimonials

Wendy Ida's Personal Promise to YOU!

Wendy Ida is President and CEO of Wendy Ida Enterprises LLC at www.wendyida.com a company committed to showing women how to Take Back Your Life. Wendy speaks to the needs of women whose lives have spun out of control due to the physical changes that occur during midlife and other major life transitions that leave women feeling unattractive and powerless.

She creates a safe space for a woman to usher the change she wishes to see in her life to become a reality and ultimately get the body and life she wants and deserves once and for all!

Wendy will coach you on how to stay motivated, energized, create a healthy mindset and rediscover your sexy. You will also learn the truth on how you too can achieve the physical successes and six-pack abs (like Wendy has) after age 40. Plus, she will give you her proven methods, secrets, mind-maps, checklists and more - everything you need so you can totally and completely Take Back Your Life!

Through her coaching programs, workshops, and products, Wendy teaches her clients how to reinvent themselves through empowering mind games, sexy tips, tricks and life adaptations. She also gives you the exact methods that helped her to drop four dress sizes and develop six pack abs after age 40—and hold onto them as a grandmother.

Wendy will help you create the lasting change you want...Promise!



**Make the decision today and you can be on your way
to changing your life forever!**

**For more information on my coaching programs
and how you can work with me send an email to:**

info@wendyida.com

Thank you for requesting information on...

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